



# CITY OF NEWPORT BEACH

## FINANCE DEPARTMENT PURCHASING DIVISION

March 22, 2012

Re: City of Newport Beach Request for Proposal (RFP) No. 1-25

Firms Submitting Proposals:

H. Barber & Sons, Inc.  
Kassbohrer All Terrain/BeachTech  
Powerland Equipment, Inc.  
RDO Equipment Co.

Dear Proposer:

Thank you for your participation in the City's RFP No. 1-25 for a Tractor-Towed Beach Cleaner Unit. The evaluation panel for this RFP convened last month to evaluate all proposals submitted to the City. As opposed to a standard Bid, the City evaluated the proposals using a multitude of factors aside from, but including, pricing. The factors utilized to evaluate the proposals are as follows:

- Specifications of Proposed Beach Cleaner Unit;
- Experience and Qualifications of the Proposing Firm;
- Parts Availability, Warranty, Service and Training;
- The Overall Responsiveness of the Proposal; and
- Proposed Project Costs.

The evaluation process for this project entailed a two-step process. In the first step, each of the aforementioned technical factors was assigned a weight and all proposals were scored against those established criteria. In the second step, a ratio of costs analysis was performed, comparing the cost proposals of each firm. Following this process, the evaluation panel ranked **Kassbohrer All Terrain/BeachTech** as the highest-rated Proposer. As such, any subsequent negotiations and contracting procedures will be carried out between the City and GC Environmental, Inc..

While pricing was not the only component that factored in the selection process, one of the most common information requests from Proposers is a pricing recapitulation for each project. For your convenience, the following table provides pricing information from each Proposal.

	Powerland Equipment	H. Barber & Sons	Kassbohrer All Terrain/BeachTech	RDO Equipment Co.
Unit Price	\$53,336.25	\$63,765.37	\$68,811.41	\$152,076.19

I would like to thank you for all the time you contributed during this RFP process. If your firm was not selected during this RFP process I kindly ask that you ensure that your firm is registered on the City's Online Vendor Database. This will enable the City to contact your firm in the event there are future Bids or RFPs of a similar nature. The website for this database is as follows:

<https://www5.newportbeachca.gov/osupplier/>

With Regards,

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